



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HUMANITIES

THIRD YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR
BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFM 306: FASHION PRODUCT DEVELOPMENT

DATE: 26/3/2021

TIME: 8.30-10.30 AM

INSTRUCTIONS:

- i) *This paper consists of FIVE questions.*
- ii) *Answer Question 1 and any other two questions.*
- iii) *Question 1=20 marks*
- iv) *Question 2 to 5=15 marks each*

QUESTION ONE

- a) Clearly outline the fashion life cycle any apparel designer across the world would utilize to make timely profitable sales. (5 marks)
- b) The design system communicates with the various elements that make it up. By what means is this achieved. (5 marks)
- c) Describe the following terms as used in fashion product (5 marks)
 - i. Product styling
 - ii. Product development
 - iii. Brief
 - iv. Mechanical Transport Systems
 - v. Mark on
- d) As a creative fashion designer, briefly explain factors you would look for when evaluating a shipping package to be produced by a sub-contractor for your garments. (5 marks)

QUESTION TWO

- a) Product styling by a fashion designer are often overridden by influences. Explain this statement supporting your answers with valid examples (12 marks)
- b) Briefly give the key functions of the designer and the design room. (3 marks)

QUESTION THREE

Clearly illustrate all the product development stages and the processes involved in garment manufacture to a class of fashion designers taking their 1st year studies in fashion design. (15 marks)

QUESTION FOUR

- a) As a fashion designer give the criteria you would use to gauge how attractive a fashion product is and whether it can succeed in the market. (6 marks)
- b) Production Systems are characterized by specific operations. Clearly outline them using any production system to support your answer (9 marks)

QUESTION FIVE

- a) With the aid of clear diagrams give the types of management structures within Apparel firms. Give one general disadvantage in all structures. (7 marks)
- b) Customers are becoming increasingly choosy. Give factors in product development have reduced product development time resulting to choosy customers. (3 marks)
- c) Giving factors that influence garment classification, elaborate the following statement. 'The classification of garments influences the type of organization and manufacturing facilities required to produce the garments in question.' (5 marks)